

CITY OF MILPITAS
ARTS COMMISSION
APPROVED MINUTES

Minutes: Meeting of the Arts Commission (AC)
Date of Meeting: Monday, February 28, 2005
Place of Meeting: Milpitas City Hall, 455 E. Calaveras Blvd. Committee Conference Room

I. Call to Order The Chair called the meeting to order at 7:00 p.m.

II. Flag Salute The Chair led the Commission in the Pledge of Allegiance

III. Roll Call Commissioners Present: Ettinger, Foulk, Hicks, Ogle, and Alternates McGuire and Butler

Commissioners Absent: Gupta, Hays, Rabe

City Staff Present: Recreation Services Supervisor, Kathleen Yurchak, Community Enrichment Coordinator, Renee Lorentzen, Finance Director, Emma Karlen, City Engineer, Greg Armendariz, Principal Engineer, Mark Rogge

City Council Liaison Present: Council Member Debbie Giordano

Guests: Julie Cherry	Larry Voellger	Kim Singh
2319 Lacey Dr.	689 Cardiff Pl.	2063 Frank Ct.
Milpitas, CA	Milpitas, CA	Milpitas, CA 95035

IV. Seating of Alternates

The Chair sat Alternates McGuire and Butler in Commissioners Hays' and Commissioner Rabe's absence.

V. Approval of Agenda **MOTION** to approve the Agenda of February 28, 2005.
M/S: Hicks/Ogle Ayes: All

VI. Approval of Minutes **MOTION** to approve the Minutes of January 24, 2005.
M/S: Ettinger/Hicks Ayes: All

MOTION to approve the Minutes of January 29, 2005.
M/S: Ettinger/Hicks Ayes: All

VII. Citizen's Forum

No members from the audience wished to speak.

VIII. Announcements/Correspondence

None

City of Milpitas
Arts Commission
Unapproved Minutes

IX. Old Business

1. Public Arts Funding Policy

City Engineer, Greg Armendariz and Finance Director, Emma Karlen, presented the Commission with an overview of the Public Arts Funding Policy as it is going to be presented to City Council. It was explained that funding for Public Art in Milpitas would be calculated through CIP expenditures from non-restricted funding sources. Staff will identify those CIP projects that have no restrictions and apply the 1.5% formula. Chairperson Bill Foulk asked if the 1.5% would be applicable to projects that are funded by numerous sources and would the 1.5% be applied to the total project budget or strictly the City's contribution, for example, previous VTA station art installations.

City Engineer, Armendariz, answered that on projects funded by various sources, the 1.5% would be applied strictly to non-restricted City CIP expenditures. Finance Director, Emma Karlen, added that RDA funds or City funds would be eligible for the 1.5%, no grant monies, as they are restricted. City Engineer, Armendariz, stated that any acquiring of right of way or land acquisition is not eligible. Also, any maintenance or operations projects are excluded unless it is an enhancement to an existing structure. Finance Director, Karlen, informed the Commission that this proposal would be reviewed at the Finance Subcommittee meeting and would then be presented to City Council.

Council Member Giordano asked where the annual \$125,000.00, beyond the 1.5%, would be coming from. Finance Director, Karlen answered that the Redevelopment Agency would be funding those monies.

Julie Cherry, Milpitas Alliance for the Arts, wanted to clarify, that monies collected from the policy, would be governed by the Public Art Committee (PAC). The budget and placement of art is determinant by the project from which the 1.5% is applied. Finance Director, Karlen, confirmed, and stated that when the PAC wanted to contract or use money for public art, they would still need to go through the public process for payment. Council Member Giordano asked who would bear the responsibility of choosing the art. Recreation Services Supervisor, Yurchak answered that PAC is the governing body, which would consist of the Milpitas Arts Commission and two members from the Milpitas Alliance for the Arts. Larry Voellger suggested that the language used to describe what projects are eligible for the 1.5% be very concise, so there is no room for "picking and choosing" projects later on in the process.

Council Member, Giordano, asked who would be maintaining the art after it is installed. Staff answered that City Parks or Maintenance staff would maintain and clean the art. Staff suggested that when PAC reviews a piece of art to consider into its purchase price, a budget for maintenance also be considered. Julie Cherry suggested that the artist of any art purchased, supply directions on how to clean and maintain the piece.

City Engineer, Armendariz, stated that if the Commission, approves this Funding Policy it will go to the Finance Subcommittee and then to City Council for approval.

MOTION to approve the Public Art Funding Policy as recommended.

M/S: Hicks/Ogle

Ayes: All

City of Milpitas
Arts Commission
Unapproved Minutes

2. Promotional Materials Review

Community Enrichment Coordinator, Renee Lorentzen, presented the Commission with the CASP Season Brochure Proof, which will highlight all the CASP Events in the 2004-05 Funding Cycle. Community Enrichment Coordinator, Lorentzen, explained that the brochure has been sent to print and should be available to the public shortly.

The Phantom Art Gallery Promotional mailer was passed to the Commission. Community Enrichment Coordinator, Lorentzen, asked for the Commission's feedback on the piece. The Commission requested the following be added:

- Add Commission Mission Statement
- Justify Text
- Switch-Out artwork on cover quarterly
- Add artist's name to work, if on cover

X. New Business

1. Rainbow Theatre Scholarship Committee Volunteer

Community Enrichment Coordinator, Lorentzen, informed the Commission, that the Milpitas Rainbow Theatre has developed a Scholarship Program for Milpitas kids entering College with a major or minor in the performing or fine arts. A Scholarship Committee comprised of Rainbow Theatre staff, a Youth Advisory Commissioner and an Arts Commissioner, will award scholarships of \$500.00. Staff asked for a volunteer from the Commission to serve on the Committee. Commissioner Hicks volunteered.

2. Phantom Art Gallery "Out of Area" Discussion

Community Enrichment Coordinator, Lorentzen, stated that the Phantom Art Gallery, due to increased marketing efforts, is booked until January of 2006, with several applications still to be approved. Applications received are coming not only from the Bay Area, but Southern California and the East Coast. With applying artists not being local, the efforts of staff as well as the artists may be overextended in regards to the approval process, exhibit hanging and reception. Staff asked the Commission to discuss whether or not they would like to consider "out of area" applications and the region they would like to consider.

Commissioner McGuire stated that she would like to keep the Phantom Art Gallery filled with artists that are local, from the Bay Area only. Chairperson Foulk said that the Commission could define the Counties they wanted to include. Commissioner Olge said they should leave it as "Bay Area" otherwise it will make it too difficult. Commissioner Ettinger agreed and stated that if applying artists read the application thoroughly and still want to come and apply, they are more than welcome.

Kim Singh, Milpitas Resident, added that he feels applicants should be local.

The Commission asked that staff restrict applicants to the Bay Area.

3. Workshop Work Scope Review

City of Milpitas
Arts Commission
Unapproved Minutes

Recreation Services Supervisor, Kathleen Yurchak, directed the Commission to the Minutes from their January 29, 2005, Workshop. Chairperson Foulk asked that the Work Plan developed be a standing agenda item and that the write-up of the work plan be distributed to the Commission, as a separate document not in Minute format.

XI. Staff/Commission Report

Commissioner McGuire stated that she had spoken with the Editor of the Milpitas POST, Rob Divencenzi, and that he would be willing to run the Arts Commission's future articles.

Commissioner Butler informed the Commission that she had recently visited southern California and that the Commission should check out their interesting uses of public art for reference. Chairperson Foulk encouraged the Commission to take pictures of public art when they are on vacation or visiting other cities, as the Commission will be able to use these examples in the future.

XII. Liaison Reports

1. City Council

Council Member Giordano informed the Commission that City Council would be reviewing current Sign Ordinances at their March 15, 2005, meeting. City Council voted not to pursue the banquet facility that was to be on top of the Midtown Parking Structure. The City hopes to hire a new City Manager by August 2005. Council will be introducing its new Open Government Ordinance, which will be one of the most progressive Open Government Ordinances in the State of California.

XIII. Future Agenda Items

- Milpitas POST Article

XIV. Adjournment

There being no further business, the Chair adjourned the meeting at 8:27 p.m. to the next regularly schedule meeting on March 28, 2005, at 7:00 p.m. at the Milpitas Community Center.

Respectfully Submitted,

Renee Lorentzen
Recording Secretary

City of Milpitas
Arts Commission
Unapproved Minutes